

LISTING OF THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. - 63. (Canceled)

64. (Currently Amended) An advertisement presentation system comprising:
a server connected to a network;
an advertisement server distributing an advertisement; and
a user side equipment which that presents the advertisement received from the
advertisement server while conducting an operation of transmitting/receiving data to/from the
server via the network, wherein,
the user side equipment calculates is effective to calculate a time necessary for presenting
the advertisement up to the end based on a size of advertisement data and, based on a
transmission speed of a communication line and a size of [[the]] target data, [[and]] adjusts a data
transfer speed applied to download the target data in order to finish the downloading operation in
the calculated time, and wherein
a portion of the target data is not downloaded to the user side equipment before end of
reproduction of the advertisement.

65. - 68. (Canceled)

69. (Previously Presented) An advertisement presentation system according to
claim 64,
wherein, said size of the advertisement data is a file size of the advertisement data.

70. (Canceled)

71. (Currently Amended) An advertisement presentation system according to
claim [[70]] 64,

wherein, said portion of the target data is downloaded to the user side equipment after reproducing the advertisement.

72. (Currently Amended) An advertisement presentation system according to claim [[70]] 64,

wherein, the user side equipment downloads the portion of the target data by using a URL, received from the advertisement server.

73. (New) An advertisement presentation system comprising:
a server connected to a network;
an advertisement server distributing an advertisement; and
a user side equipment that presents the advertisement received from the advertisement server while conducting an operation of transmitting/receiving data to/from the server via the network, wherein

the user side equipment, if target data is downloaded before reproduction of the advertisement finishes, by utilizing a remaining time until reproduction of the advertisement finishes, downloads other target data in accordance with a user's request.